

EXECUTIVE CERTIFICATE IN BUSINESS PROCESS MANAGEMENT (ECBPM)

CERTIFICATE COURSE



ONLINE

The image shows a modern, multi-story building with a light-colored facade and dark window frames. In the foreground, there are four tall, silver flagpoles. The background features a large, green hillside under a clear blue sky. The entire image has a blue color overlay.

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CONCEPT AND TARGET GROUP

The digital transformation is of central strategic relevance for large, medium-sized, and small businesses. It offers not only boundless opportunities, but also a new level of complexity, speed of innovation, and dynamism. More than ever before, it is important that organizations are able to adjust their processes and business to the new challenges.

The Executive Certificate in Business Process Management (ECBPM) is a certificate study course that addresses line and middle management specialists who want to create the digital future. The study program provides participants with the knowledge and practical experiences to master the digital transformation. Following a holistic approach, participants do not only learn how to map, structure, and simplify operational processes, but also how to manage the topics people, culture, governance, and strategic alignment.

The Executive Certificate in Business Process Management is organized by the University of Münster (Westfälische Wilhelms-Universität) in cooperation with the University of Liechtenstein. The courses are taught by leading BPM experts of well-known European Universities. Participants will gain, upon successful completion of the program, a University Certificate issued by the University of Münster (Westfälische Wilhelms-Universität).



STRUCTURE AND PROGRAM OUTLINE

This one-year study program is designed with working professionals in mind, enabling participants to study and work at the same time. Virtual group and coaching sessions, self-learning phases, and two on-site meetings are combined for the highest level of successful learning. Virtual Sessions allow for participation from all over Europe, while self-learning phases allow participants to study at their own speed. The program starts and ends with an on-site meeting, offering participants the

opportunity for networking and experience exchange. Each module includes hands-on practices for direct practical experience. Further, the sixth module focuses on solving the participants' individual BPM problems.

Exclusiveness is achieved by limiting participation to 20 people, and by offering individualised group sessions consisting of a max of 4 participants as well as individual 1:1 coaching sessions.

› The Executive Certificate in Business Process Management:

- University: Westfälische Wilhelms-Universität in cooperation with the University of Liechtenstein
- Start: February 2019 (Application deadline: 31st December 2018)
- Duration: One year
- Language: English
- Workload: 15 ECTS, roughly one day per week plus case work
- Fees: € 12,500 (in 2018: 20% introductory discount)



CONTENT

Module 1: BPM Essentials

The module 'BPM Essentials' provides an introduction to Business Process Management (BPM), presenting the core elements necessary to understand the concept of BPM. It starts with an overview on the six pillars of BPM: strategic alignment, governance, methods, IT, people, and culture. Participants thus get a holistic view on BPM which goes beyond the traditional focus on IT and methods.

Module 2: BPM Models and Methods

The module 'BPM Models and Methods' provides detailed knowledge about methods in regard to analysing, documenting, and re-designing processes. It introduces the challenges of modelling in large-scale enterprise context, such as the multiple perspectives people are faced with

when it comes to modelling. The module discusses different model types and presents a plethora of different modelling methods and techniques suitable for different modelling purposes.

Module 3: BPM Technologies

The module 'BPM Technologies' discusses how technology can support the analysis and improvement of business processes. It introduces the key concepts related to process mining as well as advanced analysis techniques for process model collections. The module addresses the increasing need for automated analysis given the large amount of process-related data that is available in organizations. The goal of the module is enabling participants to apply technology to automatically identify process improvement opportunities from both event data and process model collections.

Module 4: BPM Actors, Networks and

Innovativeness

The module ‘BPM Actors, Networks and Innovativeness’ explores how BPM can facilitate the more challenging and dynamic domains in the enterprise that are marked by disruptive surprises, expertise, and creative innovation. The key focus will be on a better understanding of how employees generally appreciate and work with BPM implementations, and how experts and creatives in flexible and innovative work-settings can be supported in BPM initiatives. The course further illustrates with cases how the increased requirement for lateral coordination and communication is rendering network analysis a valuable tool to link to BPM. The overall course goal is to introduce how BPM can be appropriated and applied in more reflected, integrative, flexible and innovative ways.

Module 5: BPM Applications

The module ‘BPM Applications’ synthesizes the basics that were presented in the modules 1-4 by putting them into the context of various application areas. Applications of BPM in the fields of eGovernment, retail, and service sciences as well as diverse application areas like process design, quality management, or software evaluation will be presented. During their self-learning sessions, the students will deal with cases from practice and will have to identify and discuss challenges and solutions.

Module 6: BPM Case

In the module ‘BPM Case’, participants work on their own project, either from their working environment or a provided one. BPM experts support the participants in their project through several group sessions and through two individual coaching sessions, which can be scheduled based on the participant’s needs. The module is structured along six milestones:

- › Case defined
- › Situation faced
- › Action taken
- › Results achieved
- › Lessons Learned
- › Final presentation

The module is distributed over the whole year. The results of the case part are presented as part of the yearly organized Executive BPM Round Table. Further, participants are asked to submit a written report describing their results. The best reports have the chance to be considered for publication.

Executive BPM Round Table

In the beginning and in the end of the study program, the Executive BPM Round Table is organized. For new participants, this event is a perfect opportunity to meet their fellow colleagues for the next months. In the end of the study program, the event offers the participants the opportunity to present and discuss their cases with their group. So, besides valuable input, the event also provides the opportunity for networking and experience exchange. The conference takes place in a major European city, which will change each year.

› Goals of the program:

- Understand the value and applicability of the core elements of business process management
- Select and apply modelling methods and techniques for identifying, discovering, analysing and redesigning business processes
- Apply technology to automatically identify process improvement opportunities from both event data and process model collections
- Know how BPM can be appropriated and applied in more reflective, integrative, flexible, and innovative ways
- Discuss the application of BPM in different industries
- Apply your knowledge in a real-life case

ACADEMIC LEAD

› The program will be taught by top leading BPM experts.



Prof. Dr. Jörg Becker
University of Münster
Germany



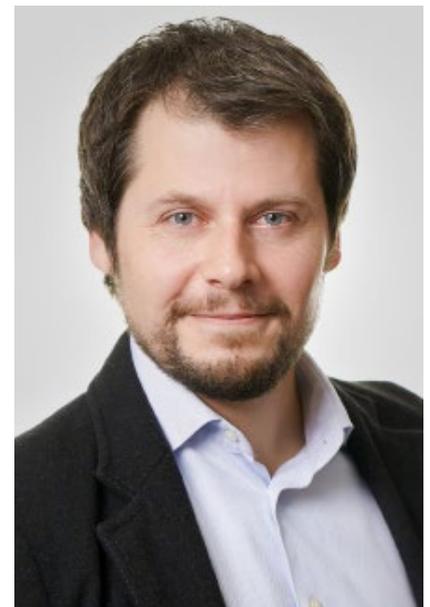
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APPLICATION & CONTACT

Language of Instruction

The language of instruction of the certificate course is English. We recommend participants to have an English level B2 pursuant to the Common European Framework of Reference for Languages (CEFR).

Fee

The participation fee for the program is € 12,500. In 2018, we offer an introductory discount of 20 % on the tuition fee (cannot be used in conjunction with any other offer). This includes participation in the program, extensive courseware, two individual coaching sessions during the case module as well as catering during the two Executive BPM Round Tables in the study program. Travel costs and expenses for overnight accommodation are not included. The program is free of "Umsatzsteuer" (German sales tax) pursuant to paragraph 4 Nr. 21a (bb) UStG.

Contact for Application

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A blurred background image of a graduation ceremony. Several graduates in black gowns and caps are visible, with their hands raised in the air. The scene is brightly lit, likely from large windows in the background.

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